

**Neidle, Bruce L.**

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**From:** Falvo, Jeff J.  
**Sent:** Wednesday, September 1, 1999 2:39 PM  
**To:** McFadden, Vanessa; Schultze, Robert C.; Sonville, Magda S.; O'Brien, Sheila A.; Ellis, Natalie L.; Cassidy, Michael M.; Whitson, Jeffrey A.; Neidle, Bruce L.  
**Cc:** Saloun, Tom; Whalen, Roy T.; Anise, Roy K.; Bufano, Laura A.; Moore, Deneen L.; Timm, Christian; Rodriguez, Ana; Darrah, Debbie  
**Subject:** Strategy meeting 10/11-12

This note is to provide you with some details that should help to ensure a smooth process in preparing this presentation.

- Sheila will be sending you a presentation template. Please try your best to follow the guidelines so we can have a consistent look, ie. fonts, pt size, colors, etc.
- I would like to meet as a group on Monday, September 13th from 2 to 4 in 14c. The expectation is that you will be prepared to discuss the story/theme that is evolving from your work, along with representative supporting charts/graphs, etc (it is not necessary for the charts/graphs to be in final form or updated with the most recent data at this time). please bring a hard copy and overhead (no frames necessary) so you can share your findings with the group.
- I would like to meet again on Wednesday, September 22 from 2 to 4 in 14c. At that time, I would like things to be in close to final form, so we can preview with Roy the next day (September 23).
- please hold the following dates/times for reviews.
  - wed. sept. 29, 2 to 4 m - 14C
  - mon. oct 4, 2 to 4 - 14C
  - thurs. oct 7, 10-12 - 14C

Also, please speak up as we go if there are any concerns, uncertainties, etc. Let's make this process as painless as possible. Thanks for your help in advance.

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- Market category
- 100mm size group
- Newspaper

- A/O
- Parliament

- LA-24 Trends

- Brand Portfolio

- Mail Adm.

- Third Tier  
↓  
- Penetration

- T/C Shifting

- New product initiatives

- RLT

- Basic -

- PM Discount - objection  
- Cambridge

- Price Execution

- A/O

- Population Trends

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- Competition response to our buydowns

- Roll your own

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